

**TITLE** Congruence of the Personal and Organizational Values

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**ABSTRACT**

The aim of the research was with the assistance of research methods and different phases of action research to support reflection of values of individuals and the values of the selected organization and use it as an intervention in the process of improving the quality of care. The theoretical part describes the historical development of different perspectives on the organization and its management, the topic of organizational culture, its structure and composition and subsequent focus on organizational values. Empirical part is focused on increasing congruence of individual and organizational values in the organization through several stages of action research, which in this part of the paper, from the moment of diagnosis through planning surveys input status, plan and implement actions to its final evaluation. In conclusion, we describe the knowledge arising from our study that could be an inspiration for other organizations.